

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Celebrate Mansfield Festival Subcommittee

Monday, June 2, 2014

5:00 pm

Minutes

Present: Betsy Paterson, Tom Birkenholz, Kim Bova, Millie Brosseau, Rick Brosseau, Barry Schreier, and Ilze Taylor

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:05 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from May 5, 2014

The Minutes were approved by consensus.

4. Review Task List

Activities: Kathleen Paterson said she has begun receiving applications for activity booths, the deadline for which is August 8.

Ms. K. Paterson suggested drawing out hopscotch courses as a simple, fun activity. She thanked Ilze Taylor for providing a list of suggestions for activities to share with groups that may need some guidance.

Art: Ms. K. Paterson said she has received some submissions and noted the deadline to apply to the Juried Art Show is August 15.

Children's: Ms. Taylor explained the idea for a "monster mural." **Ms. K. Paterson will contact the Library to see if they have the desire and the space to display the mural after the Festival.**

Kim Bova suggested contacting MBK Murals for suggestions on how to set-up the mural. **Ms. K. Paterson will provide Ms. Taylor with MBK's contact information [Done].**

Food: Ms. K. Paterson explained the need for a volunteer to organize the food booths.

Barry Schreier asked about the location of the food booths.

Ms. K. Paterson said it will vary based on who is hosting the booth. She said the expectation is that some of the downtown businesses may want to forgo a separate booth and simply set up outside of

their storefront, while downtown businesses located beyond the Festival site will likely want to set-up a booth within the Festival.

Music: Ms. K. Paterson reported that the headliner for the Festival will be Humming House. **She will send out a press release to music outlets [Done] and add the band's information to the website [Done].**

Mr. Birkenholz asked if there were plans for a second stage.

Ms. Paterson responded that the subcommittee had considered a second stage but decided against it for this year. She noted that there will be many adjustments with the new location and the consensus had been to keep this year's set-up simple, although the subcommittee would keep in mind the idea for 2015.

Ms. K. Paterson noted that the E. O. Smith High School music and art departments will share a larger tent near the Nash-Zimmer Transportation Center that will highlight students' work and music.

Parade: Ms. Schreier and Mr. Birkenholz explained that they have stepped down as the Co-Chairs of the Parade because they will be moving out of state for work at the end of the summer. Millie and Rick Brosseau have agreed to serve as Co-Chairs for the 2014 Parade.

The subcommittee discussed nominees for Grand Marshal. **Ms. Paterson asked Ms. K. Paterson to send information to the subcommittee prior to the next meeting so that a decision may be made.**

Mr. Birkenholz volunteered to see if the Shriners could participate in the Parade and maybe also have an activity booth.

Set-up: Ms. K. Paterson said that she and Kristin Schwab are working on the draft site plan.

Mr. Birkenholz asked if the parking spaces in front of Nine Dog Lane would be blocked off.

Ms. K. Paterson said the public would be directed to park in the Storrs Center parking garage (free for the day) and in the E. O. Smith High School lot.

Sponsors: Ms. Paterson suggested emphasizing the new location in outreach to sponsors.

Mr. Birkenholz asked Ms. K. Paterson to bring copies of the budget to the next meeting. He asked for a detailed record of expenses versus revenues. **Ms. K. Paterson will bring copies of the requested information to the next meeting.**

5. Puppet Workshop

Ms. K. Paterson said she and Cynthia van Zelm met with John Bell, the Director of the Ballard Institute & Museum of Puppetry to discuss their participation in the Festival and the community puppet-building workshop, which will take place in September. Ms. Paterson confirmed that the Ballard will have a presence in the Parade and will host an Activity Booth in addition to the workshop.

Ms. Paterson asked if the Ballard could have puppet shows in their performance space during the day.
Ms. K. Paterson will ask Dr. Bell if there is any interest in the idea.

6. Adjourn

Mr. Schreier moved to adjourn.

Mr. Birkenholz second the motion.

The meeting adjourned at 6:00 pm.

Minutes by Kathleen M. Paterson